

(1)

From: [REDACTED]
Sent: 31 October 2018 15:24
To: [REDACTED]
Subject: Channel 4 decision

Hi [REDACTED],

Please find below a statement from the Mayor of Bristol about the Channel 4's decision to select Bristol as one of the new creative hubs.

Marvin Rees, Mayor of Bristol, said:

"Today's announcement that Bristol will become home to one of Channel 4's two new creative hubs is fantastic news. Bristol is a city that pushes boundaries, questions the norm and actively nurtures a strong culture of creative and digital innovation – we know Channel 4 will feel at home here. This move will help to build on our existing thriving media industry and wealth of local talent. We look forward to welcoming Channel 4 to the city."

Kind regards,
[REDACTED]

[REDACTED]
Senior Public Relations Officer
External Communications and Consultation
Bristol City Council
City Hall, College Green
Bristol, BS1 5TR
[REDACTED]
[REDACTED]
[REDACTED].[REDACTED]@bristol.gov.uk
@BristolCouncil

news.bristol.gov.uk

(2)

From: [REDACTED]
Sent: 31 October 2018 15:59
To: '[REDACTED]'
Subject: Channel 4 decision

Hi [REDACTED],
As discussed, here is the comment:

Marvin Rees, Mayor of Bristol, said:

“Today’s announcement that Bristol will become home to one of Channel 4’s two new creative hubs is fantastic news. Bristol is a city that pushes boundaries, questions the norm and actively nurtures a strong culture of creative and digital innovation – we know Channel 4 will feel at home here. This move will help to build on our existing thriving media industry and wealth of local talent. We look forward to welcoming Channel 4 to the city.”

[REDACTED]
Senior Public Relations Officer
External Communications and Consultation
Bristol City Council
City Hall, College Green
Bristol, BS1 5TR
[REDACTED]
[REDACTED]
[REDACTED].[REDACTED]@bristol.gov.uk
@BristolCouncil

news.bristol.gov.uk

(3)

From: [REDACTED]
Sent: 31 October 2018 15:43
To: [REDACTED]
Subject: Channel 4 decision

Hi there,

Please find below a statement from the Mayor of Bristol about the Channel 4's decision to select Bristol as one of the new creative hubs.

Marvin Rees, Mayor of Bristol, said:

"Today's announcement that Bristol will become home to one of Channel 4's two new creative hubs is fantastic news. Bristol is a city that pushes boundaries, questions the norm and actively nurtures a strong culture of creative and digital innovation – we know Channel 4 will feel at home here. This move will help to build on our existing thriving media industry and wealth of local talent. We look forward to welcoming Channel 4 to the city."

Kind regards,
[REDACTED]

[REDACTED]
Senior Public Relations Officer
External Communications and Consultation
Bristol City Council
City Hall, College Green
Bristol, BS1 5TR
[REDACTED]
[REDACTED]
[REDACTED].[REDACTED]@bristol.gov.uk
@BristolCouncil

news.bristol.gov.uk

(4)

From: [REDACTED]
Sent: 31 October 2018 15:18
To: [REDACTED]
Subject: Channel 4

[REDACTED] from BBC – is anyone available to speak?

[REDACTED].

[REDACTED],
Senior Public Relations Officer,
External Communications and Consultation,
Bristol City Council,
City Hall,
College Green,
Bristol, BS1 5TR
[REDACTED]
[REDACTED]
[REDACTED].[REDACTED]@bristol.gov.uk
@BristolCouncil

news.bristol.gov.uk

(5)

From: [REDACTED]
Sent: 31 October 2018 15:00
To: [REDACTED]
Subject: FINAL VERSION: C4 line

Marvin Rees, Mayor of Bristol, said:

“Today’s announcement that Bristol will become home to one of Channel 4’s two new creative hubs is fantastic news. Bristol is a city that pushes boundaries, questions the norm and actively nurtures a strong culture of creative and digital innovation – we know Channel 4 will feel at home here. This move will help to build on our existing thriving media industry and wealth of local talent. We look forward to welcoming Channel 4 to the city next year.”

[REDACTED]
Senior Public Relations Officer
External Communications and Consultation
Bristol City Council
City Hall, College Green
Bristol, BS1 5TR
[REDACTED]
[REDACTED]
[REDACTED].[REDACTED]@bristol.gov.uk
@BristolCouncil

news.bristol.gov.uk

From: [REDACTED]
Sent: 31 October 2018 13:58
To: [REDACTED]
Subject: RE: SIGN OFF: C4 lines

Hi [REDACTED]

Please see my edits attached.

I am happy to go with [REDACTED]’s version for both (I have made adjustments).

Let me know what you think and then we’ll confirm. Kevin is comfortable with me approving these in his absence.

Kind regards

[REDACTED]
City Partnerships & Engagement Manager
The Mayor’s Office
t. [REDACTED] m. [REDACTED]

From: [REDACTED]
Sent: 31 October 2018 11:35
To: [REDACTED]
Subject: SIGN OFF: C4 lines

Hi [REDACTED]

For when you get into the office, we need a steer on whether to stick with the original signed off Marvin quotes or can go with ones with suggested changes from [REDACTED].

Thanks,
[REDACTED]

[REDACTED]
Senior Public Relations Officer
External Communications and Consultation
Bristol City Council
City Hall, College Green
Bristol, BS1 5TR
[REDACTED]
[REDACTED]
[REDACTED].[REDACTED]@bristol.gov.uk
@BristolCouncil

news.bristol.gov.uk

From: [REDACTED]
Sent: 31 October 2018 10:58
To: [REDACTED]
Subject: FW: C4

Hi love.

Right so on the C4 stuff....

- There's a call at 2-3pm to find out if we've been successful
- [REDACTED] has been leading from Mayor's office – she is coming in at 1pm today to be on call and discuss comms

I've been working with a lady called [REDACTED] who's supporting the bottleyard with comms. Current plan is:

If Successful:

- We have a quote from Marvin ready (although [REDACTED] has suggested some changes which we need to speak to [REDACTED] about. Original quote was signed off by partners and Kevin so we may not want to change it to be honest). [REDACTED] may also be sending one
- I've put together start of a press release – we may want to issue something if successful but this would depend on what C4 wanted to say – and [REDACTED] thinks they might have a release they would want us to use

If unsuccessful:

- Again we have approved quote from Marvin, which [REDACTED] also wants to tweak
- Also approved quote from [REDACTED]

Distribution – email below from [REDACTED]...

- Important that those on the phone call between 2-3pm tomorrow find out when C4 are announcing / when we are able to go public with our reactions so that the response is timely
- If positive then the statement below can go in a press release with background about the process - I presume C4 will be able to provide the press release with everything they are happy to say

- If negative then the statements alone are fine.

Key national & trade journalists - please make absolutely sure that the following are on your distribution list -

- Media Guardian - [REDACTED] @theguardian.com and [REDACTED] @theguardian.com
- Broadcast - [REDACTED] @broadcastnow.co.uk and [REDACTED] @broadcastnow.co.uk
- **Very important** - please send me the final statement / release **before** it is issued as I will also send to the above from my account, to ensure that nothing gets caught in a firewall or safe list this time. (Last time there was a delay and Bristol missed out on the pick up it should have had as a result)

Key local journalists - the following key Bristol journalists have followed the process closely - please make sure you include on your distribution, I will send on to them too.

- [REDACTED] (Bristol Post) [REDACTED] @reachplc.com
- [REDACTED] (Bristol Business News) - [REDACTED] @bristol-business.net
- [REDACTED] (Bristol 247) - [REDACTED]@bristol247.com
- [REDACTED] (The Bristol Magazine) - [REDACTED] @thebristolmagazine.co.uk

Informing industry via Twitter

- [REDACTED] now holds the log in/password for the 'BristolandC4' Twitter account - this should be used to share the official response to the decision with industry. (We can assume that those who were following the process, followed the account in June).
- Important that the official reaction is tweeted as soon as it goes to press - local industry were paramount in this so they should be made aware as soon as possible.
- Perhaps the main statement could be tweeted by the Mayor's office account and then retweeted straight away by @BristolandC4.
- If [REDACTED] is away can someone please make sure that this happens? I can do it if someone can send me the log in / password details to the Twitter account.
- I suggest all key members on the steering group ([REDACTED] usually leads on communication) are made aware and asked to retweet the official line and add in their own support for the city's outstanding media sector.

Media requests:

- Only from BBC PW so far. [REDACTED] wants interview either way. Have copied you in to email to [REDACTED] – prob one for [REDACTED] if not successful but let's see what she thinks.

Give me a shout if you have any questions?

[REDACTED] ([REDACTED]@gmail.com)

Thanks,

[REDACTED]

[REDACTED]

Senior Public Relations Officer
External Communications and Consultation
Bristol City Council

Second floor, Park wing,
City Hall, College Green, Bristol, BS1 5TR
[REDACTED] / [REDACTED]
www.bristol.gov.uk
news.bristol.gov.uk
@BristolCouncil

From: [REDACTED] [mailto:[REDACTED].[REDACTED]@bbc.co.uk]
Sent: 31 October 2018 10:36
To: [REDACTED]
Subject: C4

Hi [REDACTED],

Were you talking to [REDACTED] here about C4 announcement today?

I've picked this up – can we chat?

Best

[REDACTED]
BBC
07872 412760

<http://www.bbc.co.uk>

This e-mail (and any attachments) is confidential and may contain personal views which are not the views of the BBC unless specifically stated.

If you have received it in error, please delete it from your system.

Do not use, copy or disclose the information in any way nor act in reliance on it and notify the sender immediately.

Please note that the BBC monitors e-mails sent or received.

Further communication will signify your consent to this.

(6)

From: [REDACTED]
Sent: 31 October 2018 14:18
To: '[REDACTED]@gmail.com'
Subject: FINAL VERSIONS: C4 lines

Hi [REDACTED]

Here are the final versions of Marvin's statement - both outcomes.

[REDACTED]

V1- UNSUCCESSFUL

"X, X and X are worthy winners so we'd like to congratulate them on being selected as the locations for Channel 4's new creative hubs.

"Of course we're disappointed not to be chosen, because we know that C4 would have been a great addition to the world-leading independent production companies and the dynamic, evolving creative sector Bristol is home to.

"I'd like to thank the city's media companies and leading figures for coming together to make Bristol's case to C4; their excellent work carries on as the city's media sector continues to thrive and develop. Bristol companies continue to strike new deals with all the major UK and international broadcasters, making world-class, award-winning content across different genres, here in the city. Bristol's talent, crew, studio space, production and post production facilities continue to attract programme-makers who know that the infrastructure they can access in the city is second to none.

"We will continue to support the city's media sector while striving to create more opportunities to foster its new talent and diverse voices and we will be asking for feedback from Channel 4 on our bid. Bristol has a huge amount to offer potential partners and we will continue to promote it as an exciting and innovative place for creative businesses to work."

V2 - SUCCESSFUL

Today's announcement that Bristol will become home to one of Channel 4's two new creative hubs is fantastic news. Bristol is a city that pushes boundaries, questions the norm and actively nurtures a strong culture of creative and digital innovation – we know Channel 4 will feel at home here. This move will help to build on our existing thriving media industry and wealth of local talent. We look forward to welcoming Channel 4 to the city in XX."

[REDACTED]

Senior Public Relations Officer
External Communications and Consultation
Bristol City Council
City Hall, College Green
Bristol, BS1 5TR

[REDACTED]

[REDACTED]

[REDACTED].[REDACTED]@bristol.gov.uk
@BristolCouncil

news.bristol.gov.uk

(7)

From: [REDACTED]
Sent: 31 October 2018 16:27
To: Mayor; [REDACTED]; [REDACTED]
Subject: FW: Thangam's quote on Channel 4

Hi team - just FYI. I shared Marvin's comment with [REDACTED].

Kind regards,
[REDACTED]

[REDACTED]
Senior Public Relations Officer
External Communications and Consultation
Bristol City Council
City Hall, College Green
Bristol, BS1 5TR
[REDACTED]
[REDACTED]
[REDACTED].[REDACTED]@bristol.gov.uk
@BristolCouncil

news.bristol.gov.uk

From: [REDACTED], [REDACTED] [mailto:[REDACTED].[REDACTED]@parliament.uk]
Sent: 31 October 2018 16:23
To: [REDACTED]
Subject: Thangam's quote on Channel 4

Dear [REDACTED],

Here is what Thangam was hoping to put on her site and send to a couple of local journalists – please let me know if there is something else she should be saying.

Channel 4's decision to locate one of their hubs in Bristol is fantastic news. It is a major victory for Bristol – congratulations to Mayor Marvin Rees, his team and everyone else who worked so hard.

I think this decision is also recognition that Bristol a major player when it comes to creativity. From electronic music to animation, from nature documentaries to street art, Bristol is often synonymous with the most exciting developments in creative industries.

Channel 4 will undoubtedly bring even more creative energy to our city. I hope this can benefit everyone, especially young people from backgrounds currently under-represented in today's media industry.

Please pass on our congratulations to the team.

Best wishes,

[REDACTED]

[REDACTED] [REDACTED]

Communications Manager

Office of Thangam Debbonaire MP
[REDACTED]



Thangam Debbonaire MP
Member of Parliament for Bristol West
@ThangamMP
www.debbonaire.co.uk

(8)

From: public.relations
Sent: 31 October 2018 16:11
To: [REDACTED]
Subject: FW: Yeeeeeeeeeeeeessssssssss!

[REDACTED],
Senior Public Relations Officer,
External Communications and Consultation,
Bristol City Council,
City Hall,
College Green,
Bristol, BS1 5TR
[REDACTED]
[REDACTED]
[REDACTED].[REDACTED]@bristol.gov.uk
@BristolCouncil

news.bristol.gov.uk

From: [REDACTED] [REDACTED] [mailto:[REDACTED]_[REDACTED]@btopenworld.com]
Sent: 31 October 2018 16:05
To: public.relations
Subject: Yeeeeeeeeeeeeessssssssss!

Channel 4 chooses Leeds for new HQ - <http://www.bbc.co.uk/news/entertainment-arts-46032962>

(9)

From: [REDACTED] [mailto:J[REDACTED]@Channel4.co.uk]

Sent: 31 October 2018 15:02

Subject: Channel 4 confirms Leeds as new National HQ and Bristol and Glasgow as new Creative Hubs



Channel 4 confirms Leeds as new National HQ and Bristol and Glasgow as new Creative Hubs

Significant £250m boost in C4's Nations & Regions content spend will benefit all areas of the UK

Channel 4's Chief Executive, Alex Mahon and the Channel 4 Board have today confirmed that that Leeds will be the location of its new National HQ and Bristol and Glasgow will be the locations of its two new Creative Hubs.

Channel 4 announced its 4 All the UK strategy in March 2018, the biggest change to the structure of the organisation in its 35-year history. At the heart of it is a significant increase in the organisation's Nations and Regions content spend – from 35% to 50% of main channel UK commissions by 2023, worth up to £250m more in total. This increase in Channel 4's spend will benefit all areas of the UK, not just the specific locations and will support up to 3,000 production jobs in the Nations and Regions economy.

The new National HQ and Creative Hubs will be home to 300 Channel 4 jobs when fully established, including key creative decision makers – responsible for commissioning Channel 4 content and programmes from producers right across the UK. The new bases are at the heart of a new plan '4 All the UK' to ensure that Channel 4 better represents all the UK, on and off-screen – and they will help catalyse the increased Nations and Regions production spend.

The decision to select Leeds as the new National HQ and Bristol and Glasgow as new Creative Hubs follows an extensive pitch process in which shortlisted cities were carefully assessed against Channel 4's vision and objectives for the National HQ and Creative Hubs set out in the pitch entry guidelines. Over 30 pitches from cities and regions across the UK were received, which were shortlisted to 13 – with three cities taken forward for advanced negotiations for the National HQ or Creative Hub option (Birmingham, Leeds, Manchester), and three further cities for the Creative Hubs (Bristol, Cardiff, Glasgow).

Following a rigorous process which was set out publicly in April, detailed discussions were undertaken with all six cities over the last three months, led by Channel 4's Chief Commercial Officer Jonathan Allan, alongside Chief Executive Alex Mahon. Reed Smith were external advisors to the Channel 4 process to ensure it followed best practice and Deloitte LLP provided support to provide an objective framework and data for use in Channel 4's assessment of the cities based on good practice. Following these discussions, a recommendation was made by Alex Mahon and the Channel 4 Executive team, which was today approved by the Channel 4 Board.

The Channel 4 Executive team and Channel 4 Board's view was that all six cities taken forward for consideration as a National HQ or Creative Hub delivered exceptionally high quality pitches and all demonstrated that their cities would be excellent locations for Channel 4 and would be able to offer high levels of innovation, creativity, and support for the corporation and the wider creative industries.

In this highly competitive field it was their view that Leeds was best able to deliver against Channel 4's vision and objectives for a new National HQ. The Leeds City Region put forward a comprehensive, compelling and ambitious strategy to partner with Channel 4 and the wider sector to support growth in the production and creative industries, and to nurture new talent from diverse backgrounds – in the region and across the UK.

Locating the National HQ in Leeds will enable Channel 4 to capitalise on a strong and fast-growing independent production sector across the North of England – and further unlock the potential for growth in the underserved East and North-East of England. It is extremely well-positioned to be a base for collaboration with producers and creative talent across other cities including Bradford, Hull, Liverpool, Manchester, Newcastle, Nottingham and Sheffield.

Leeds is home to a thriving digital industry and a strong digital talent pool and this will help support Channel 4's new Digital Creative Unit, which will be established in the National HQ to grow the Corporation's impact across digital and social media platforms.

Leeds also demonstrated a passionate commitment to work with Channel 4 to bring diverse new talent into the industry, working in partnership with other organisations and educational establishments – and through harnessing the diversity of different communities across the wider West Yorkshire region, such as Bradford.

The Channel 4 Executive team and Channel 4 Board believed that Bristol and Glasgow best delivered against the vision and objectives set out for the new Creative Hubs.

In Bristol there is the opportunity to build on a thriving television production sector in the City, which has world-renowned factual producers and also has strengths in areas such as animation and digital production.

Locating in Bristol will also enable Channel 4 to work closely in partnership with Cardiff and its production sector – with the opportunity to further accelerate the growth of the creative cluster around South West England and South Wales – and also connect with indies across the West of England, Birmingham and the Midlands.

Bristol put forward exciting proposals to establish new social mobility initiatives to work with diverse communities across the city and bring through new talent into the industry.

Glasgow has an incredibly well-established and vibrant independent production sector with strengths across a number of different programme genres. Establishing a new Creative Hub in the city will bring Channel 4 commissioners even closer to key production partners in the Glasgow and help develop the production and creative sector across Scotland. There is also the opportunity to exploit the strong connection with Belfast and develop deeper links with the production sector in Northern Ireland.

Locating a Creative Hub in Glasgow also enables Channel 4 to harness the city's rich cultural diversity, to further improve on-screen representation, and to work with the sector and the region's educational establishments to grow the pipeline of new talent into the production and broadcast industries.

Following discussions between Channel 4 and ITN, it has also been decided that a major new Channel 4 News hub will be established in Leeds, following the decision for Channel 4 to be located there in a new building including a studio with the capability to regularly co-anchor the programme.

//

Alex Mahon, Channel 4 Chief Executive said: “Diversity and inclusion have always been at the heart of Channel 4's mission and the launch of our 4 All the UK plan is the biggest and most exciting change in the organisation's 36-year history – as we open up Channel 4 to people from across the UK and supercharge the impact we have in all parts of the country.

“We will be spending up to £250m more on programming produced in the Nations and Regions and to catalyse that spend I'm delighted to confirm that we will be establishing a new National HQ in Leeds and new Creative Hubs in Bristol and Glasgow.

“We undertook a rigorous process over the last seven months and the high calibre of all the pitches meant those were incredibly difficult decisions to make. However, I know that Leeds, Bristol and Glasgow will best deliver our

objectives to grow the production sector across the UK, build the pipeline of creative talent outside London and support our increased investment in programming produced across the Nations and Regions.

“Leeds put forward a compelling and ambitious strategy for how they could work alongside Channel 4 to further build the strong independent production sector in the city and develop new diverse talent from across the region. Locating our National HQ in Leeds enables us to capitalise on a strong and fast-growing independent production sector in cities across the North of England – and also has the potential to unlock growth in the North East and East of the country, an area without a major presence from other national broadcasters.

“Establishing a Creative Hub in Bristol gives Channel 4 the opportunity to build on thriving production communities in the city and to partner with Cardiff and harness the power of the wider creative industry across the South West and Wales. The city also put forward exciting social mobility proposals to develop talent across the wider region.

“Glasgow has a well-established production sector across multiple genres, and locating a Creative Hub in the city will give Channel 4 the opportunity to tap into the rich cultural diversity of Scotland and also allow us to exploit the city’s strong connectivity with Belfast and the Northern Ireland production sector.

“The quality of pitches from all the cities involved in the final stage of the process was exceptionally high and I’d like to take the opportunity to thank all those involved for the effort and passion they put in – particularly Andy Street for Birmingham, Huw [REDACTED] in Cardiff, and Sir Richard Leese in Greater Manchester. I hope we can continue discussions with all of them about how we can develop new partnerships with each of their cities - particularly since we will be spending up to £250m more in the Nations and Regions over the next five years and want to work with producers and talent in all of these areas.”

Charles Gurassa, Channel 4 Chair said: “I’m delighted that the Channel 4 Board has today unanimously agreed that Channel 4 will establish its new National HQ in Leeds and two new Creative Hubs in Bristol and Glasgow.

“We were very impressed by the high quality of all the pitches delivered by the shortlisted cities and I’d like to extend my thanks to all the many people involved. The Board reviewed and was satisfied that the selection process was carried out in a thorough and rigorous manner with the appropriate level of external assurance.

“We are very much looking forward to working with our new regional partners and more broadly with the production communities across the UK to further enhance our creative contribution nationwide.”

//

The establishment of a new National HQ in Leeds and two new Creative Hubs in Bristol and Glasgow in addition to Channel 4’s London HQ will ensure that Channel 4’s people and creative decision makers are well dispersed across the UK. This will help catalyse the significant increase in Nations and Regions content spend, help support growth in the production and creative sector right across the UK, and ensure greater representation of people from different backgrounds and parts of the UK on and off-screen.

Channel 4 has communicated its decision to all of the six cities involved in advanced negotiations today and discussions will continue with Birmingham, Manchester and Cardiff about how Channel 4 can develop new partnerships to help support the creative sector and new talent in all of those cities on a long-term basis.

Further detailed work will now continue to identify locations and property within the National HQ and Creative Hub locations. It is envisaged that staff will begin to move to the new locations in H2 2019.

-ENDS-

For further information:

[REDACTED], Head of Press

[REDACTED] / [REDACTED]@channel4.co.uk

Notes to editors:

Channel 4 launched its 4 All the UK strategy in March 2018. The strategy had the following key elements:

- A significant voluntary increase in Channel 4's Nations & Regions production spend, from 35% to 50% of main channel UK commissions, by 2023 – over £250m more in total over the next five years.
- A National HQ to be established outside London alongside two new smaller Creative Hubs in the Nations & Regions in 2019, home to 300 Channel 4 jobs including key creative decision makers.
- A significant increase to Channel 4 regional representation with new studio and new Channel 4 News bureaux in Nations & Regions
- A reduction of Channel 4's London footprint with space in Horseferry Road office made available to Nations & Regions production companies doing business in the capital.

A pitch process was launched by Channel 4 in April 2018, setting out the vision and objectives for the new National HQ and Creative Hubs and Terms and Conditions for the pitch process. It is available [here](#). Reed Smith were external advisors to the Channel 4 process.

Over 30 submissions were received from cities and regions across the UK in the first round of the pitch process which were reviewed and assessed – and a shortlist agreed by Chief Executive Alex Mahon and Chief Commercial Officer Jonathan Allan. Seven cities were shortlisted for consideration as a National HQ and a further six for a Creative Hub, as follows:

National HQ or Creative Hub	Creative Hub only
Bristol	Belfast
Cardiff	Brighton
Glasgow	Newcastle-Gateshead
Greater Manchester	Nottingham
Leeds	Sheffield
Liverpool	Stoke-on-Trent
West Midlands	

Over a second stage of the pitch process teams visited all shortlisted cities and regions for presentations for discussions, and following a careful assessment against the pitch entry guidelines, a shorter list of cities was taken forward for advanced negotiations, as follows:

National HQ or Creative Hub	Creative Hub only
Birmingham	Bristol
Greater Manchester	Cardiff
Leeds	Glasgow

Advanced discussions and negotiations between each city and Channel 4 took place over August, September and October and a recommendation by the Channel 4 Executive team was approved by the Channel 4 Board on October 31st 2018.

(10)

From: [REDACTED]
Sent: 31 October 2018 10:51
To: [REDACTED]; [REDACTED]
Subject: RE: Channel 4 announcement

Hi,

So BBC say they would want an interview either way.

Do you think we'd want to put [REDACTED] up if not successful?

Also – let me introduce you to my colleague [REDACTED] who may be picking this up as I'm being pulled onto something else.

Thanks,

[REDACTED]

[REDACTED]
Senior Public Relations Officer
External Communications and Consultation
Bristol City Council
Second floor, Park wing,
City Hall, College Green, Bristol, BS1 5TR
[REDACTED] / [REDACTED]
www.bristol.gov.uk
news.bristol.gov.uk
@BristolCouncil

Dedicated | Respect | Ownership | Curious | Collaborative

From: [REDACTED] [mailto:[REDACTED]@gmail.com]
Sent: 31 October 2018 10:33
To: [REDACTED]
Cc: [REDACTED]; [REDACTED]; [REDACTED]
Subject: Re: Channel 4 announcement

Hi [REDACTED]

Yes, I think [REDACTED] would be the strongest choice if the Mayor can't do it. I'll let him know that we need him on standby but let me know when you know more.

FYI - ITV West News are running a package on tonight's news about the strength of Bristol's film & tv industry. This is something I pitched to them and have been setting up over the past couple of weeks - it features The Bottle Yard, Bristol Film Office, Bristol City of Film, celebrating the latest inward investment figures and big film/ tv shows shot here.

It's a coincidence that it was running today - I've let the producer know the C4 decision will be this pm and he's revising the package to suit both outcomes. Even if it's a no for Bristol he will be focusing on the strength of the industry anyway so it should be a good counterbalance.

He'll be presenting it live from The Bottle Yard on the 6pm news and will do a live interview with [REDACTED] at the same time. [REDACTED] will be able to give her reaction to the C4 decision then on behalf of the steering group.

Thanks

[REDACTED]

[REDACTED]

T: [REDACTED]

E: [REDACTED]@gmail.com

On Tue, Oct 30, 2018 at 3:13 PM [REDACTED] <[REDACTED].[REDACTED]@bristol.gov.uk> wrote:

FYI – good to discuss tomorrow.

If Marvin can't do this maybe another of the partners can.

[REDACTED]

Senior Public Relations Officer

External Communications and Consultation

Bristol City Council

Second floor, Park wing,

City Hall, College Green, Bristol, BS1 5TR

[REDACTED] / [REDACTED]

From: [REDACTED] [mailto:[REDACTED].[REDACTED]@bbc.co.uk]

Sent: 30 October 2018 13:17

To: public.relations

Subject: Channel 4 announcement

Good afternoon

Just getting in touch regarding the expected Channel 4 announcement tomorrow afternoon – will anyone from the city council be available for interview once the decision is known, please?

Many thanks

[REDACTED]

[REDACTED]

Assistant News Editor

BBC Points West

(11)

From: [REDACTED]
Sent: 31 October 2018 15:52
To: '[REDACTED]@gmail.com'
Subject: RE: Quote for Weds - C4 announcement

Great thanks for that. The other BBC request was them doubling up so don't need another spokesperson after all at the moment!

From: [REDACTED]@gmail.com [mailto:[REDACTED]@gmail.com]
Sent: 31 October 2018 15:52
To: [REDACTED]
Subject: Fwd: Quote for Weds - C4 announcement

FYI - [REDACTED] available for journalist interview if needed... see below

Sent from my iPhone

Begin forwarded message:

From: [REDACTED] <[REDACTED].[REDACTED]@plimsollproductions.com>
Date: 31 October 2018 at 15:36:50 GMT
To: [REDACTED] <[REDACTED]@gmail.com>
Cc: [REDACTED] <[REDACTED]@plimsollproductions.com>
Subject: Re: Quote for Weds - C4 announcement

Happy to take any calls from the press. Great news!

[REDACTED]

Alternatively I can be contacted through my assistant [REDACTED]

On 31 Oct 2018, at 06:43, [REDACTED] <[REDACTED]@gmail.com> wrote:

No problem, thank you.
[REDACTED]

On Wed, Oct 31, 2018 at 1:03 PM [REDACTED] <[REDACTED].[REDACTED]@plimsollproductions.com> wrote:
I'm in Los Angeles. Sorry

On 31 Oct 2018, at 04:42, [REDACTED] <[REDACTED]@gmail.com> wrote:

Hi [REDACTED]
Just to add, BBC Points West are hoping to speak to the Mayor about the decision on tonight's news (6.30pm), they'll want an interview with someone either way. We're waiting to hear more about his availability to do this, as he's out of the city. Can I please ask you to be on standby to do the interview if he can't do it? We can get more details to you later re timing, whether live or prerec etc.

FYI, [REDACTED] is doing a live piece on ITV West News at 6pm tonight, so she'll be delivering the city's reaction then. This will be followed by a short package about the strength of TV & film production in the city which we've been putting together with them over the past couple of weeks - so good timing.

Thanks

[REDACTED]

[REDACTED]

T: [REDACTED]

E: [REDACTED]@gmail.com

On Wed, Oct 31, 2018 at 8:05 AM <[REDACTED]@gmail.com> wrote:

Excellent, thank you.

You'd be very welcome to send over a 'successful' version too, so we have it to hand in case.

Many thanks

[REDACTED]

Sent from my iPhone

On 30 Oct 2018, at 18:47, [REDACTED] <[REDACTED].[REDACTED]@plimsollproductions.com> wrote:

Here's the "unsuccessful quote"

"While I regret the Channel 4 decision, Bristol's creative sector has never been in better shape and I'm confident it will go from strength to strength. My own company, Plimsoll, is now the biggest indie outside London, making shows for clients across the world, and this couldn't have happened if we'd been based in any other City. Bristol rocks!" Grant Mansfield, CEO and Founder, Plimsoll Productions.

<image001.jpg>

[REDACTED]

Plimsoll Productions

Tel: 44 (0) 117-307-2300

Registered Company No. 8519094

www.plimsollproductions.com

<image002.png>

This email and the information it contains are confidential and may be privileged. If you have received this email in error, please notify us immediately and refrain from disclosing its contents to any other person. This email has been checked for potential computer viruses using technology supplied by Sonicwall

On 30 Oct 2018, at 07:47, [REDACTED] <[REDACTED]@gmail.com> wrote:

Hi [REDACTED]

I am assisting BCC press office in preparing Bristol's response to the C4 decision tomorrow. As you know, reaction statements from the Mayor are being finalised, so we'll have a response ready for press in the case of a positive or negative outcome.

If it's a no for Bristol, we think it would be good to have something prepared to offer to press alongside the Mayor's reaction, from a couple of industry voices who can talk about the the fact that Bristol will continue to do its thing and go from strength to strength, creating content for major broadcasters both in the UK and

internationally, that high calibre content produced in the city will continue to be made - basically celebrating the strength of the media sector here.

Would you be happy to supply a few sentences for this from your perspective, and if so please can you send over by midday tomorrow? Anything specific you can say about the biggest clients you work with, recent commissioning you have celebrated from the likes of Netflix etc, your growth and expansion etc, would be very helpful to include.

Of course we can always put journalists on the phone to you too, if they would like a more full conversation once the decision is public. But it would be handy to have this to hand in advance of the C4 call tomorrow.

Many thanks
[REDACTED]

[REDACTED]
PR & Marketing Consultant
The Bottle Yard Studios
T: [REDACTED]
E: [REDACTED]@gmail.com

(12)

From: [REDACTED]
Sent: 31 October 2018 16:26
To: '[REDACTED], [REDACTED]'
Subject: RE: Thangam's quote on Channel 4

Hi [REDACTED],
Thanks very much for sharing - that sounds great.
Please find attached Marvin's comment and email following the good news this afternoon.
Kind regards,
[REDACTED]

[REDACTED]
Senior Public Relations Officer
External Communications and Consultation
Bristol City Council
City Hall, College Green
Bristol, BS1 5TR
[REDACTED]
[REDACTED]
[REDACTED].[REDACTED]@bristol.gov.uk
@BristolCouncil

news.bristol.gov.uk

From: [REDACTED], [REDACTED] [mailto:[REDACTED].[REDACTED]@parliament.uk]
Sent: 31 October 2018 16:23
To: [REDACTED]
Subject: Thangam's quote on Channel 4

Dear [REDACTED],

Here is what Thangam was hoping to put on her site and send to a couple of local journalists – please let me know if there is something else she should be saying.

Channel 4's decision to locate one of their hubs in Bristol is fantastic news. It is a major victory for Bristol – congratulations to Mayor Marvin Rees, his team and everyone else who worked so hard.

I think this decision is also recognition that Bristol a major player when it comes to creativity. From electronic music to animation, from nature documentaries to street art, Bristol is often synonymous with the most exciting developments in creative industries.

Channel 4 will undoubtedly bring even more creative energy to our city. I hope this can benefit everyone, especially young people from backgrounds currently under-represented in today's media industry.

Please pass on our congratulations to the team.

Best wishes,

[REDACTED]

[REDACTED] [REDACTED]

Communications Manager

Office of Thangam Debbonaire MP
[REDACTED]



Thangam Debbonaire MP
Member of Parliament for Bristol West

@ThangamMP

www.debbonaire.co.uk

(13)

From: [REDACTED] [mailto:[REDACTED]@gmail.com]
Sent: 31 October 2018 12:52
To: [REDACTED] [REDACTED]
Cc: [REDACTED] [REDACTED]; [REDACTED]; [REDACTED]
Subject: Re: C4 decision

Hi [REDACTED]

I'm afraid I don't know which way it will go. C4 is speaking to the Mayor later today and until then we won't know.

Sorry I can't give you any hints one way or another - I wish I knew!

Just looping in [REDACTED] and [REDACTED] from BCC who are working on this today.

All best
[REDACTED]

[REDACTED]
T: [REDACTED]
E: [REDACTED]@gmail.com

On Wed, Oct 31, 2018 at 12:27 PM [REDACTED] <[REDACTED]@reachplc.com> wrote:
Hi [REDACTED],

We're aware the announcement will be made to today, but thanks for letting me know about the council/Marvin's plan to issue a statement.

Strictly for guidance and not for publication, but do you know if Bristol is likely to be named one of the regional hubs?

I have CC'd in [REDACTED], who I recall assisting with our coverage on behalf of Marvin/BCC earlier this year.

Thanks,

[REDACTED]
Reporter
Bristol Live | Reach Plc

T: [REDACTED] | M: [REDACTED] | Twitter: [REDACTED]
W: <https://www.reachplc.com> | Like us on Facebook

On Wed, 31 Oct 2018 at 12:23, [REDACTED] <[REDACTED]@gmail.com> wrote:
Hi [REDACTED]
I hope you're well.

Just a heads up on this as you were following the story - we've heard that the C4 decision will be announced this afternoon.

BCC press office are planning to send out an official reaction from the Mayor as soon as the news is announced.

Best wishes,
[REDACTED]

[REDACTED]

T: [REDACTED]

E: [REDACTED]@gmail.com

(14)

From: [REDACTED]
Sent: 30 October 2018 09:16
To: [REDACTED]; [REDACTED]@gmail.com
Cc: [REDACTED]
Subject: RE: Channel 4 bid - comms

Hi [REDACTED],
Thank-you for your email. I have cc'd [REDACTED] in on this; my impression from [REDACTED] was that nothing had been done, so apologies if there has been any doubling-up.
I'll leave it to [REDACTED] to make contact to take further and liaise directly with you.
Best wishes,
[REDACTED]

From: [REDACTED]
Sent: 29 October 2018 11:10
To: [REDACTED]
Cc: [REDACTED]
Subject: Channel 4 bid - comms

Dear [REDACTED],

I hope you don't mind the email.

I've been forwarded an email trail about C4 announcement on Wednesday which mentions you and [REDACTED] linking in with BCC press office re comms, so I wanted to get in touch so that you have my details.

As you're probably aware we have prepared 2 versions of reactive lines from Marvin ready for Wednesday copied in below. Are you planning a press release about the outcome if Bristol is successful? If so it'd be great if you could use the quote below in that.

Successful: *"We are very excited by today's announcement that Bristol will become home to one of Channel 4's two new creative hubs. Our pioneering spirit, a history of challenging the status quo and a strong culture of innovation makes our city a natural fit for the broadcaster.*

*"This move will help to build on our existing thriving media industry and wealth of local talent and we're looking forward to welcoming Channel 4 to the city in **XX**."*

Unsuccessful: *"**X, X and X** are worthy winners so we'd like to congratulate them on being selected as the locations for Channel 4's new creative hubs.*

Of course we are disappointed not to be chosen because we know that C4 would have been a great addition to the world-leading independent production companies and creative sector in the city. The media sector here is thriving, with new business coming in the past few weeks being commissioned from Netflix and other international broadcasters.

*We will continue to support the creative sector, and strive to find new ways to create more opportunities to foster new talent and diverse voices, and we **(will be looking at / for / hope for)** feedback from Channel 4 on our bid.*

"Bristol has a huge amount to offer potential partners and its media sector is thriving, so we will continue to promote the city as an exciting and innovative place for creative businesses to work."

I wondered about doing a ring round to local media to offer the quotes once we're allowed to share the news – but if we do it that way it'd be good to also have quotes from you and possibly [REDACTED] to share. I understand there's a call on Wed pm to tell us the outcome, but do we know whether they will be making a public announcement straight after?

It'd be great to hear your thoughts when you have a moment.

[REDACTED] is out of the office this week so I have copied in her colleague Simon so he's in the loop.

Kind regards,

[REDACTED]

[REDACTED]

Senior Public Relations Officer
External Communications and Consultation
Bristol City Council
Second floor, Park wing,
City Hall, College Green, Bristol, BS1 5TR
[REDACTED] / [REDACTED]
www.bristol.gov.uk
news.bristol.gov.uk
@BristolCouncil

(15)

From: [REDACTED]

Sent: 25 October 2018 12:17

To: [REDACTED]

Subject: RE: Channel 4 reactive lines PLEASE CAN YOU PICK UP MON?

Hi [REDACTED]

Following some feedback from C4 steering group members, I have updated the quotes slightly below:

Reactive lines: Bristol announced as a creative hub

“We are very excited by today’s announcement that Bristol will become home to one of Channel 4’s two new creative hubs. Our pioneering spirit, a history of challenging the status quo and a strong culture of innovation makes our city a natural fit for the broadcaster.

“This move will help to build on our existing thriving media industry and wealth of local talent and we’re looking forward to welcoming Channel 4 to the city in **XX**.”

Reactive lines: Bristol misses out on creative hub

“**X, X and X** are worthy winners so we’d like to congratulate them on being selected as the locations for Channel 4’s new creative hubs.

Of course we are disappointed not to be chosen because we know that C4 would have been a great addition to the world-leading independent production companies and creative sector in the city. The media sector here is thriving, with new business coming in the past few weeks being commissioned from Netflix and other international broadcasters.

We will continue to support the creative sector, and strive to find new ways to create more opportunities to foster new talent and diverse voices, and we **(will be looking at / for / hope for)** feedback from Channel 4 on our bid.

“Bristol has a huge amount to offer potential partners and its media sector is thriving, so we will continue to promote the city as an exciting and innovative place for creative businesses to work.”

I will now take these to Kevin for sign off.

Kind regards

[REDACTED]

City Partnerships & Engagement Manager

The Mayor’s Office

t. [REDACTED] m. [REDACTED]

From: [REDACTED]

Sent: 25 October 2018 12:11

To: [REDACTED]

Subject: RE: Channel 4 reactive lines PLEASE CAN YOU PICK UP MON?

No probs.

Have you had any feedback on the lines?

[REDACTED]

Senior Public Relations Officer

External Communications and Consultation
Bristol City Council
Second floor, Park wing,
City Hall, College Green, Bristol, BS1 5TR
[REDACTED] / [REDACTED]
www.bristol.gov.uk
news.bristol.gov.uk
@BristolCouncil

Dedicated | Respect | Ownership | Curious | Collaborative

From: [REDACTED]
Sent: 25 October 2018 12:10
To: [REDACTED]
Subject: RE: Channel 4 reactive lines PLEASE CAN YOU PICK UP MON?

I agree – thanks for this.

Kind regards

[REDACTED]
City Partnerships & Engagement Manager
The Mayor's Office
t. [REDACTED] m. [REDACTED]

From: [REDACTED]
Sent: 25 October 2018 12:09
To: [REDACTED]
Subject: RE: Channel 4 reactive lines PLEASE CAN YOU PICK UP MON?

Hey [REDACTED],

[REDACTED] suggested a couple of slight tweaks, which I don't think would need to be re-approved.

Just changing 'delighted' to 'very excited' and 'station' to 'broadcaster' as it sounds a bit more serious.

I'll leave to you to decide if you want to include?

Thanks,
[REDACTED]

Reactive lines: Bristol announced as a creative hub

"We are delighted (~~very excited~~) by today's announcement that Bristol will become home to one of Channel 4's ~~three~~ two new creative hubs. Our ~~sense of~~ pioneering spirit, a history of challenging the status quo and a strong culture of innovation makes our city ~~is~~ a natural fit for the station. ~~as we share many characteristics~~

"This move will help to build on our existing thriving media industry and wealth of local talent and we're looking forward to welcoming ~~our~~ Channel 4 to the city in XX."

Reactive lines: Bristol misses out on creative hub

“X, X and X are worthy winners so we’d like to congratulate them on being selected as the locations for Channel 4’s new creative hubs. Of course we are disappointed not to be chosen and we (be looking at / for / hope for..) feedback from Channel 4 on our bid.

“Bristol has a huge amount to offer potential partners and its media sector is thriving, so we will continue to promote the city as an exciting and ~~innovate~~ innovative place for businesses to work.”

[REDACTED]

Senior Public Relations Officer
External Communications and Consultation
Bristol City Council
Second floor, Park wing,
City Hall, College Green, Bristol, BS1 5TR
[REDACTED] / [REDACTED]
www.bristol.gov.uk
news.bristol.gov.uk
@BristolCouncil

From: [REDACTED]

Sent: 23 October 2018 09:58

To: [REDACTED]

Cc: [REDACTED]; [REDACTED] [REDACTED]

Subject: RE: Channel 4 reactive lines PLEASE CAN YOU PICK UP MON?

Hi [REDACTED]

Yep, I’ll get these signed off by Kevin. I’ll let you know if we need anything else!

Kind regards

[REDACTED]

City Partnerships & Engagement Manager
The Mayor’s Office
t. [REDACTED] m. [REDACTED]

From: [REDACTED]

Sent: 22 October 2018 17:01

To: [REDACTED]

Cc: [REDACTED]; [REDACTED] [REDACTED]

Subject: RE: Channel 4 reactive lines PLEASE CAN YOU PICK UP MON?

Haha, ok sounds like a plan!

Are you ok to take these through approvals? Let me know if you need anything else from me?

[REDACTED]

Senior Public Relations Officer
External Communications and Consultation
Bristol City Council
Second floor, Park wing,

City Hall, College Green, Bristol, BS1 5TR
[REDACTED] / [REDACTED]
www.bristol.gov.uk
news.bristol.gov.uk
@BristolCouncil

From: [REDACTED]
Sent: 22 October 2018 17:00
To: [REDACTED]
Cc: [REDACTED]; [REDACTED] [REDACTED]
Subject: RE: Channel 4 reactive lines PLEASE CAN YOU PICK UP MON?

Hi [REDACTED]

Thanks for these. I have tweaked slightly below. I think the second line is still gracious enough, but we can always change based on how much we like the winning cities...

Kind regards

[REDACTED]
City Partnerships & Engagement Manager
The Mayor's Office
t. [REDACTED] m. [REDACTED]

From: [REDACTED]
Sent: 22 October 2018 13:34
To: [REDACTED]
Cc: [REDACTED]; [REDACTED] [REDACTED]
Subject: RE: Channel 4 reactive lines PLEASE CAN YOU PICK UP MON?

Hi [REDACTED],

Here's a first go at these lines...the second one may need a bit of tweaking as it's hard to sound gracious, but see what you think.

Thanks,

[REDACTED]

Reactive lines: Bristol announced as a creative hub

"We are delighted by today's announcement that Bristol will become home to one of Channel 4's ~~three~~ **two** new creative hubs. Our ~~sense of~~ pioneering spirit, **a history of challenging the status quo** and **a strong culture of innovation** ~~makes our~~ city ~~is~~ a natural fit for the station. ~~as we share many characteristics~~

"This move will help to build on our existing thriving media industry and wealth of local talent and we're looking forward to welcoming ~~our~~ Channel 4 to the city in XX."

Reactive lines: Bristol misses out on creative hub

"X, X and X are worthy winners so we'd like to congratulate them on being selected as the locations for Channel 4's new creative hubs. Of course we are disappointed not to be chosen and we (be looking at / for / hope for..) feedback from Channel 4 on our bid.

"Bristol has a huge amount to offer potential partners and its media sector is thriving, so we will continue to promote the city as an exciting and **innovate** innovative place for businesses to work."

Previously approved line:

Marvin Rees, Mayor of Bristol said,

"First of all, congratulations to Leeds, Birmingham and Greater Manchester for making the shortlist for Channel 4's new national headquarters. While we are slightly disappointed Bristol won't hold this honour, we believe we are a natural fit for one of Channel 4's new creative hubs.

Bristol has a dynamic combination of talent, a thriving media industry and culture of innovation and disruption – just like Channel 4. It's a culture that's resulted in Aardman Animations, the Natural History Unit, Martin Parr, Banksy, Helen Dunmore, Portishead and Paul Stephenson.

Coupled with our commitment to inclusion and diversity and a reputation as a city that does things differently we, and our fantastic partners across the city's creative and media sectors, look forward to working with Channel 4 to demonstrate how Bristol can offer talent, creativity and opportunities to support its strategic direction."

[REDACTED]

Senior Public Relations Officer

External Communications and Consultation

Bristol City Council

Second floor, Park wing,

City Hall, College Green, Bristol, BS1 5TR

[REDACTED] / [REDACTED]

www.bristol.gov.uk

news.bristol.gov.uk

@BristolCouncil

From: [REDACTED]

Sent: 20 October 2018 10:12

To: [REDACTED]

Cc: [REDACTED]; [REDACTED] [REDACTED]

Subject: FW: Channel 4 reactive lines PLEASE CAN YOU PICK UP MON?

Importance: High

Hello [REDACTED] and welcome back ☺ Hope you had a lovely break

([REDACTED] I'm copying you so you can flag it with [REDACTED], please, as she'll face a sea of emails)

Straight back in there I'm afraid – hope you can pick something up for us on Monday, before you get drawn back in to your regular brief. Pl see email from [REDACTED] below

Channel 4 decision re regional hubs is expected by end of the month, so we need reactive lines either way. And these need to be approved by partners and steering group, so [REDACTED] is rightly chasing on this, and has been for a while – but we've been v GPM focussed

Please could you draft on Monday? Just short statements for a) we get it and b) we don't

There is good messaging / copy to draw on, so hopefully won't take too long. Suggest you use the following docs in this folder: S:\COMMS\COMMS-Common\Press\1 Mgmt team folders\[REDACTED] and [REDACTED]\Channel 4 bid:

- HQ shortlist announcement....FINAL
- Mayors' Briefing ...Bristol Post FINAL

And if you need more:

- Broadcast Q&As
- First person piece...Bristol Business News byline

Once you have draft, pl send to [REDACTED] copying [REDACTED] and I. Check with her she's ok to see through approvals etc

Thanks very much
[REDACTED]

[REDACTED]
Public Relations Manager
External Communications and Consultation
Bristol City Council
City Hall
College Green
Bristol, BS1 5TR
0117 922 2732
07788 353390

[REDACTED].[REDACTED]@bristol.gov.uk
@BristolCouncil

<http://news.bristol.gov.uk>

From: [REDACTED]
Sent: 18 October 2018 11:59
To: [REDACTED]
Cc: [REDACTED] [REDACTED]
Subject: RE: Channel 4 reactive lines

Hi [REDACTED]

The decision date is looming and I'm conscious we haven't caught up yet about this.

Do you have time today to plan these lines?

Kind regards

[REDACTED]
City Partnerships & Engagement Manager
The Mayor's Office
t. [REDACTED] m. [REDACTED]

(16)

From: Mayor
Sent: 31 October 2018 15:49
To: Mayor
Subject: Channel 4 Creative Hub

Dear Colleagues

Today's announcement that Bristol will become home to one of Channel 4's two new creative hubs is fantastic news. Thank you so much for all your help bringing together our media sector to make Bristol's case to C4!

Bristol is a city that pushes boundaries, questions the norm and actively nurtures a strong culture of creative and digital innovation – we know Channel 4 will feel at home here.

I will make sure you are kept up to date as things progress and let you know how you can support their move.

Thanks again for your support and commitment to this campaign – this result is a real reflection of how strong our creative sector is and how hard we've worked to show Channel 4 we're the right place for their new hub!

All the best

A handwritten signature in black ink that reads "Marvin". The script is fluid and cursive, with the first letter 'M' being particularly large and stylized.

Marvin Rees
Mayor of Bristol

t: +44 (0) 117 922 2420
e: mayor@bristol.gov.uk

[Twitter](#) | [Facebook](#) | [Instagram](#) | [Blog](#)

[My Privacy Notice](#)

Mayor's Office
Bristol City Council
City Hall, College Green
Bristol BS1 5TR

(17)

From: [REDACTED] [mailto:[REDACTED].[REDACTED]@iconfilms.co.uk]
Sent: 31 October 2018 17:04
To: Mayor
Subject: RE: Channel 4 Creative Hub

FYI

Just given this comment to Broadcast

We are all absolutely delighted to welcome C4 to this city of disruptors, innovators, diversity and success and can't wait to get going on introducing them to the many communities who will be impacted by this vote of confidence. In our schools and higher education organisations there's a whole new generation of content creators who will benefit from the C4 presence, and a heavyweight production community who will help create the conditions for C4's future success in the regions.

Congratulations to you Marvin, and your brilliant team, for the leadership role you played to make this happen

Best wishes
[REDACTED]

[REDACTED] [REDACTED]
MANAGING DIRECTOR

ICON FILMS | 32-36 COLLEGE GREEN | BRISTOL | BS1 5SP
EA [REDACTED]: [REDACTED] | [REDACTED]@iconfilms.co.uk
www.iconfilms.co.uk



(18)

From: [REDACTED]
Sent: 26 October 2018 17:06
To: [REDACTED]; '[REDACTED]'
Cc: [REDACTED]; [REDACTED]; [REDACTED]; [REDACTED]; Mike Jackson
Subject: RE: '4 All the UK' pitch process - UPDATE

Hi [REDACTED]

If [REDACTED] could help out with this that would be fantastic. Our PR team will appreciate being looped into whatever [REDACTED]'s planning to put out, as it would be good to coordinate this with the reactive lines we'll give on Wednesday.

I'm unfortunately out at the start of the week so won't be able to help coordinate this.

Kind regards

[REDACTED]
City Partnerships & Engagement Manager
The Mayor's Office
t. [REDACTED] m. [REDACTED]

From: [REDACTED]
Sent: 26 October 2018 14:14
To: '[REDACTED]'; [REDACTED]
Cc: [REDACTED]; [REDACTED]; [REDACTED]; [REDACTED]; Mike Jackson
Subject: RE: '4 All the UK' pitch process - UPDATE

I can give you some PR/Comms time if useful? I can ask [REDACTED] to be available on Tuesday & Wednesday, rather than working on TBYS work, in order to put something together to publish to industry contacts and national press. She will need to be sent the stories to compile.

She has a good working relationship with BCC's Press team if it takes the burden from them and gets the message out, though I don't want to tread on any toes?

Best wishes,
[REDACTED]

From: [REDACTED] [mailto:[REDACTED]@watershed.co.uk]
Sent: 26 October 2018 14:08
To: [REDACTED]
Cc: [REDACTED]; [REDACTED]; [REDACTED]; [REDACTED]; Mike Jackson; [REDACTED]
Subject: Re: '4 All the UK' pitch process - UPDATE

Hi [REDACTED]

Its dependant on if we have any meaningful stories - [REDACTED] is checking in with a couple of people. Maybe its as simple as having something to include in our press release in response to C4 decision (positive or negative) which reinforces the strength, depth and continuing growth of our screen industries sector. Sorry to raise something without also providing an answer.

Cheers

[REDACTED]

—
[REDACTED]
Watershed Bristol UK
watershed.co.uk

On 26 Oct 2018, at 14:00, [REDACTED] <[REDACTED].[REDACTED]@bristol.gov.uk> wrote:

Hi [REDACTED]

Thanks for letting me know.

How do you think we should we go about getting those stories out there?

Kind regards

[REDACTED]

City Partnerships & Engagement Manager

The Mayor's Office

t. [REDACTED] m. [REDACTED]

From: [REDACTED] [mailto:[REDACTED]@watershed.co.uk]

Sent: 25 October 2018 17:07

To: [REDACTED]

Cc: [REDACTED]; [REDACTED]; [REDACTED]; [REDACTED]; Mike Jackson

Subject: Re: '4 All the UK' pitch process - UPDATE

Importance: High

Hi [REDACTED]

Regret that I can't do this.

In chatting with [REDACTED] earlier in the week we thought it might be a good idea to see if we can put out a story or two next week about strength in the cluster - maybe something at Bottleyard or a deal that has been done with say Netflix - the thinking being to sustain a positive message whatever comes out of C4. However this depends entirely on there being a strong enough story to tell.

Fingers crossed

[REDACTED]

—

[REDACTED]

Watershed Bristol UK

watershed.co.uk

(19)

From: [REDACTED]
Sent: 25 October 2018 12:12
To: '[REDACTED]'
Subject: RE: C4 comms...

Hi [REDACTED]

This is great, thank you. I agree that we should try to be a bit more positive!

Kind regards

[REDACTED]
City Partnerships & Engagement Manager
The Mayor's Office
t. [REDACTED] m. [REDACTED]

From: [REDACTED] [mailto:[REDACTED].[REDACTED]@uwe.ac.uk]
Sent: 24 October 2018 22:00
To: [REDACTED]
Subject: Re: C4 comms...
Importance: High

Hello [REDACTED],
I've been thinking about this...
Perhaps we should say something a little more positive if we don't get it?
I've added some thoughts....
[REDACTED]

Reactive lines: Bristol misses out on creative hub

"X, X and X are worthy winners so we'd like to congratulate them on being selected as the locations for Channel 4's new creative hubs. Of course we are disappointed not to be chosen because we know that C4 would have been a great addition to the world leading independent production companies and creative sector in the city. The media sector here, is thriving, with new business coming in the past few weeks being commissioned from Netflix and other international broadcasters.

We will continue to support the creative sector, and strive to find new ways to create more opportunities to foster new talent and diverse voices."

and we (be looking at / for / hope for..) feedback from Channel 4 on our bid.

"Bristol has a huge amount to offer potential partners and its media sector is thriving, so we will continue to promote the city as an exciting and innovative place for creative businesses to work."

From: [REDACTED] <[REDACTED].[REDACTED]@uwe.ac.uk>
Date: Tuesday, 23 October 2018 14:12
To: [REDACTED] <[REDACTED].[REDACTED]@bristol.gov.uk>
Subject: RE: C4 comms...

Hello [REDACTED],

I can imagine how busy it is/has been.
These looks good – just added a few words. I knew you would be 'on it'.

I'm not in Bristol next week but please call or text, as an when...

L

Assistant Vice-Chancellor
Creative and Cultural Industries Engagement.



Arncliffe, Bristol
Tel - [REDACTED]
Mob - [REDACTED]

From: [REDACTED] <[REDACTED].[REDACTED]@bristol.gov.uk>
Sent: 23 October 2018 09:49
To: [REDACTED] <[REDACTED].[REDACTED]@uwe.ac.uk>
Subject: RE: C4 comms...

Hi [REDACTED]

I hope you are well? It's been a mad few weeks over here, but the State of the City went well and the Global Parliament of Mayors is in full swing.

So I suppose we'll hear from Channel 4 very soon in that case... gulp.

I have developed the following reactive lines with our PR team; let me know if you have any edits or suggestions:

Reactive lines: Bristol announced as a creative hub

"We are delighted by today's announcement that Bristol will become home to one of Channel 4's two new creative hubs. Our pioneering spirit, a history of challenging the status quo and a strong culture of innovation makes our city a natural fit for the station.

"This move will help to build on our existing thriving media industry and wealth of local talent and we're looking forward to welcoming Channel 4 to the city in XX."

Reactive lines: Bristol misses out on creative hub

"X, X and X are worthy winners so we'd like to congratulate them on being selected as the locations for Channel 4's new creative hubs. Of course we are disappointed not to be chosen and we (be looking at / for / hope for..) feedback from Channel 4 on our bid.

"Bristol has a huge amount to offer potential partners and its media sector is thriving, so we will continue to promote the city as an exciting and innovative place **for creative businesses** to work."

Kind regards

[REDACTED]
City Partnerships & Engagement Manager
The Mayor's Office
t. [REDACTED] m. [REDACTED]

From: [REDACTED] [mailto:[REDACTED].[REDACTED]@uwe.ac.uk]
Sent: 22 October 2018 17:26

To: [REDACTED]
Subject: C4 comms...

Hello [REDACTED],

I'm sure you're across this but I thought I'd mail, anyway.

Do we have a 'how thrilled', or 'how disappointed' we are press release ready to go for the C4 announcement?

I understand the C4 Board has met and approved the choices... I don't know what they are, tough

I bumped into [REDACTED] last week and he's eager to know, as will be Broadcast, local tv etc.

I know you're up to your ears in Mayors this week and if you need me to discuss with your comms people, just let me know.

See you soon,
[REDACTED]

Assistant Vice-Chancellor
Creative and Cultural Industries Engagement.



Aniline, Bristol
Tel - [REDACTED]
Mob - [REDACTED]

(20)

From: [REDACTED] [mailto:[REDACTED]@bristolandbath.co.uk]
Sent: 25 October 2018 09:32
To: [REDACTED]
Subject: RE: C4

Hi [REDACTED],

Any correspondence from C4? Would imagine that we would expect to hear this week or next.

Thanks,
[REDACTED]

From: [REDACTED] <[REDACTED].[REDACTED]@bristol.gov.uk>
Sent: 18 October 2018 11:58
To: [REDACTED] <[REDACTED]@bristolandbath.co.uk>
Subject: RE: C4

Hi [REDACTED]

I had a conversation with our team about this a few weeks ago but I'm not sure how it's progressed.

I will give them a nudge.

I would like to know how that's made it on the grapevine... Oh well, we have done our best!

Kind regards

[REDACTED]
City Partnerships & Engagement Manager
The Mayor's Office
t. [REDACTED] m. [REDACTED]

From: [REDACTED] [mailto:[REDACTED]@bristolandbath.co.uk]
Sent: 18 October 2018 08:43
To: [REDACTED]
Subject: C4

Hi [REDACTED],

How are you?

I just wanted to check in to see if you know if the Mayors Office have prepared a press release on C4 - both one if we win and one if we don't. [REDACTED] mentioned to [REDACTED] that she'd heard through the grapevine that Cardiff was looking like the location for the creative hub.

Let me know if I can be of any help!

Thanks,
[REDACTED]

(21)

From: [REDACTED] [mailto:[REDACTED]@gmail.com]
Sent: 31 October 2018 17:37
To: [REDACTED]
Subject: comment

HI [REDACTED]

Slightly cross eyed by now. How's this? Feel free to revamp but I'd like to send it out to our contacts tonight so thoughts welcome.

"This is fantastic news for Bristol. It's really exciting to see that C4 shared our collective vision to build on our creative talent base, improve skills development and widen access into the industry for people from all backgrounds. Bristol is a place where people celebrate a strong sense of independence whilst also working together to produce genuinely exciting collaborations. Having C4 here will be a great addition to our media community."

Tx

[REDACTED]
T: [REDACTED]
E: [REDACTED]@gmail.com

(22)

From: [REDACTED] [mailto:[REDACTED]@gmail.com]
Sent: 31 October 2018 13:09
To: [REDACTED]
Subject: Your comment

How's this for you? I've tried to make it sound colloquial and reflective.

“What can I say – we did all we could. The city came together to make its best case and show the excellent offering we had for the channel. I won't deny it's disappointing, but you know, Bristol has been ploughing its own furrow very successfully for a long while, and it will continue to do so. There's such a strong sense of individualism in this city which creates brilliant work whilst also producing genuinely exciting collaborations all the time. Channel 4 was one opportunity, there are countless others being explored by the forward-thinking minds within our media sector. We share a common drive to make things happen and an independent spirit that has always stood Bristol in good stead, and will continue to do so in the future.”

Do you think it's too general? Perhaps we need to say something about working together with C4 in its new structure - or if it goes to Wales, working with Cardiff? Marvin will talk about working with C4 in the new structure so maybe not necessary for you to do so aswell.

FYI here is [REDACTED]'s:

“While I regret the Channel 4 decision, Bristol's creative sector has never been in better shape and I'm confident it will go from strength to strength. My own company, Plimsoll, is now the biggest indie outside London, making shows for clients across the world, and this couldn't have happened if we'd been based in any other City. Bristol rocks!” Grant Mansfield, CEO and Founder, Plimsoll Productions.

[Interesting that [REDACTED] did not mention Netflix in his quote, even though I asked him to if he could.]

Thanks

[REDACTED]

[REDACTED]

T: [REDACTED]

E: [REDACTED]@gmail.com

(23)

From: [REDACTED]
Sent: 29 October 2018 11:18
To: [REDACTED]
Subject: FW: Channel 4 bid - comms

Fyi – [REDACTED] also out today but hopefully she will pick this up later. Will keep you posted.

[REDACTED]'s checking at MR availability for interviews.

[REDACTED]
Senior Public Relations Officer
External Communications and Consultation
Bristol City Council
Second floor, Park wing,
City Hall, College Green, Bristol, BS1 5TR
[REDACTED] / [REDACTED]
www.bristol.gov.uk
news.bristol.gov.uk
@BristolCouncil

Dedicated | Respect | Ownership | Curious | Collaborative

(24)

From: [REDACTED]
Sent: 29 October 2018 10:52
To: [REDACTED]
Subject: RE: '4 All the UK' pitch process - UPDATE

Hey,

I'm not sure who the key people are but [REDACTED] has forwarded me an email chain with someone called [REDACTED] / [REDACTED] so I'll drop them a line now.

Thanks,

[REDACTED]

[REDACTED]
Senior Public Relations Officer
External Communications and Consultation
Bristol City Council
Second floor, Park wing,
City Hall, College Green, Bristol, BS1 5TR
[REDACTED] / [REDACTED]
www.bristol.gov.uk
news.bristol.gov.uk
@BristolCouncil

From: [REDACTED]
Sent: 29 October 2018 10:50
To: [REDACTED]
Subject: RE: '4 All the UK' pitch process - UPDATE

Hi [REDACTED]

Yes I think you should try and get some extra people to speak too. Do you know who you want to approach?

I can help on Wednesday if needed.

[REDACTED]

From: [REDACTED]
Sent: 29 October 2018 10:37
To: [REDACTED]
Subject: FW: '4 All the UK' pitch process - UPDATE

Hey,

Did [REDACTED] had over the C4 stuff to you or someone in the team?

Just realised she's out until next week now.

We have the reactive lines approved – and I can do a ring round when we hear the outcome – but I'm wondering about whether we should also have quotes from the other partners on hand or if Marvin speaks for them collectively.

Thanks,

[REDACTED]

[REDACTED]

Senior Public Relations Officer
External Communications and Consultation
Bristol City Council
Second floor, Park wing,
City Hall, College Green, Bristol, BS1 5TR
[REDACTED] / [REDACTED]
www.bristol.gov.uk
news.bristol.gov.uk
@BristolCouncil

(25)

From: Mike Jackson
Sent: 29 October 2018 07:14
To: [REDACTED]
Subject: FW: '4 All the UK' pitch process - UPDATE

[REDACTED]
Just checking you are in the loop
Mike

Mike Jackson
Executive Director of Resources – Head of Paid Service
Tel : [REDACTED]
Mobile : [REDACTED]
Email : mike.jackson@bristol.gov.uk

From: [REDACTED] [mailto:[REDACTED]@bristolandbath.co.uk]
Sent: 29 October 2018 07:05
To: [REDACTED]
Cc: [REDACTED]; [REDACTED]; [REDACTED]; [REDACTED]; [REDACTED]; Mike Jackson; [REDACTED]
Subject: RE: '4 All the UK' pitch process - UPDATE

WECA Comms should be able to help with this too.

[REDACTED]
Head of Inward Investment
Invest Bristol & Bath

[REDACTED]

On 26 Oct 2018 17:49, [REDACTED] <[REDACTED].[REDACTED]@bristol.gov.uk> wrote:
I'll email [REDACTED] now and ask her to get in touch with BCC's press office first thing on Tuesday.
Best wishes,
[REDACTED]